

1 What is claimed is:

2 A shoe for determining a proper shoe size, comprising:
3 an outsole having a heel portion, a forward portion, a length, and a width;
4 a heel placement indicator positioned on the heel portion; and
5 a plurality of shoe size indicators located on at least a portion of the forward portion, each
6 of the plurality of shoe size indicators located a distance from the heel placement indicator along
7 the length of the outsole corresponding to a different shoe size and labeled with the
8 corresponding shoe size.

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11 2. The shoe of claim 1, wherein the heel placement indicator is positioned on the outsole
12 heel portion in alignment with proper placement of a heel inside the shoe.

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14 3. The shoe of claim 1, wherein each of the plurality of shoe size indicators further
15 comprises a line located across at least a portion of the width of the outsole forward portion.

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17 4. The shoe of claim 1, wherein the heel placement indicator and the plurality of shoe size
18 indicators are permanently integrated into the outsole.

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20 5. The shoe of claim 1, wherein the heel placement indicator and the plurality of shoe size
21 indicators are printed onto the outsole.

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23 6. The shoe of claim 1, wherein the shoe further comprises a size and the size of the shoe is
24 indicated on the shoe outsole.

Sub 2
2 The shoe of claim 1, wherein the heel placement indicator and the plurality of shoe size

indicators are placed on each of a left shoe and a right shoe of a pair of shoes.

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4 8. The shoe of claim 1, further comprising a transparent material overlaying the outsole
5 wherein the heel placement indicator and the plurality of shoe size indicators can be seen through
6 the material.

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8 The shoe of claim 1, wherein the plurality of shoe size indicators comprises standard shoe
9 sizes for a particular age group.

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11 10. The shoe of claim 9, wherein the standard shoe sizes for a particular age group are
12 gender-specific.

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14 11. The shoe of claim 10, further comprising patterns having appeal to the age group and
15 gender that would typically wear the shoe sizes thereon.

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17 12. A shoe for determining a proper shoe size, comprising:
18 an outsole having a heel portion, a forward portion, a length, and a width;
19 a heel placement indicator positioned on the heel portion in alignment with proper
20 placement of a heel inside the shoe; and
21 a plurality of shoe size indicator lines located across at least a portion of the width of the
22 forward portion, each of the plurality of shoe size indicator lines located a distance from the heel

1 placement indicator along the length of the outsole corresponding to a different shoe size and
2 labeled with the corresponding shoe size;
3 wherein the shoe further comprises a size and the size of the shoe is indicated on the shoe
4 outsole;
5 wherein the heel placement indicator and the plurality of shoe size indicator lines are
6 placed on each of a left shoe and a right shoe of a pair of shoes;
7 wherein the shoe sizes corresponding to the plurality of shoe size indicator lines
8 comprises standard shoe sizes for a particular age group and gender; and
9 wherein the shoe further comprises patterns having appeal to the age group and gender
10 that would typically wear the shoe sizes thereon.

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12 13. The shoe of claim 12, further comprising a transparent material overlaying the outsole
13 wherein the heel placement indicator and the plurality of shoe size indicator lines can be seen
14 through the material.

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16 17 A shoe size indication system for determining a proper shoe size for a person's foot,
17 comprising:
18 an outsole having a heel portion, a forward portion, a length, and a width;
19 a heel placement indicator positioned on the heel portion; and
20 a plurality of shoe size indicators located on at least a portion of the outsole forward
21 portion, each of the plurality of shoe size indicators located a distance from the heel placement
22 indicator along the length of the outsole corresponding to a different shoe size and labeled with
23 the corresponding shoe size;

1 wherein when the heel of the person's foot is aligned with the heel placement indicator
2 and the person's toes are positioned to overlap the plurality of shoe size indicators, the shoe size
3 indicator immediately beyond the end of the person's longest toe indicates the proper shoe size
4 for the person's foot.

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6 15. The shoe size indication system of claim 14, wherein the heel placement indicator is
7 positioned on the outsole heel portion in alignment with proper placement of the person's heel
8 inside the shoe.

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10 16. The shoe size indication system of claim 14, wherein each of the plurality of shoe size
11 indicators further comprises a line located across at least a portion of the width of the outsole
12 forward portion.

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14 17. The shoe size indication system of claim 14, wherein the heel placement indicator and the
15 plurality of shoe size indicators are permanently integrated into the outsole.

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17 18. The shoe size indication system of claim 14, wherein the heel placement indicator and the
18 plurality of shoe size indicators are printed onto the outsole.

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20 19. The shoe size indication system of claim 14, wherein the shoe further comprises a size
21 and the size of the shoe is indicated on the shoe outsole.

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1 20. The shoe size indication system of claim 14, wherein the heel placement indicator and the
2 plurality of shoe size indicators are placed on each of a left shoe and a right shoe of a pair of
3 shoes.

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5 21. The shoe size indication system of claim 14, further comprising a transparent material
6 overlaying the outsole wherein the heel placement indicator and the plurality of shoe size
7 indicators can be seen through the material.

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9 22. The shoe size indication system of claim 14, wherein the plurality of shoe size indicators
10 comprises standard shoe sizes for a particular age group.

11 23. The shoe size indication system of claim 22, wherein the standard shoe sizes for a
12 particular age group are gender-specific.

13 24. The shoe size indication system of claim 23, further comprising patterns having appeal to
14 the age group and gender that would typically wear the shoe sizes thereon.

15 25. A shoe size indication system for determining a proper shoe size for a person's foot,
16 comprising:

17 20 an outsole having a heel portion, a forward portion, a length, and a width;

21 21 a heel placement indicator positioned on the heel portion in alignment with proper
22 placement of a heel inside the shoe; and

1 a plurality of shoe size indicator lines located across at least a portion of the width of the
2 forward portion, each of the plurality of shoe size indicator lines located a distance from the heel
3 placement indicator along the length of the outsole corresponding to a different shoe size and
4 labeled with the corresponding shoe size;

5 wherein when the heel of the person's foot is aligned with the heel placement indicator
6 and the person's toes are positioned to overlap the plurality of shoe size indicators, the shoe size
7 indicator immediately beyond the end of the person's longest toe indicates the proper shoe size
8 for the person's foot

9 wherein the shoe further comprises a size and the size of the shoe is indicated on the shoe
10 outsole;

11 wherein the heel placement indicator and the plurality of shoe size indicator lines are
12 placed on each of a left shoe and a right shoe of a pair of shoes;

13 wherein the shoe sizes corresponding to the plurality of shoe size indicator lines
14 comprises standard shoe sizes for a particular age group and gender; and

15 wherein the shoe further comprises patterns having appeal to the age group and gender
16 that would typically wear the shoe sizes thereon.

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18 26. The shoe size indication system of claim 25, further comprising a transparent material
19 overlaying the outsole wherein the heel placement indicator and the plurality of shoe size
20 indicator lines can be seen through the material.

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22 A method for determining a proper shoe size for a person's foot, the person's foot having
23 a heel with a rear margin and toes with a forward margin, comprising:

1 providing a shoe comprising an outsole having a heel portion, a forward portion, a length,
2 and a width, a heel placement indicator positioned on the heel portion, and a plurality of shoe
3 size indicators located on at least a portion of the outsole forward portion, each of the plurality of
4 shoe size indicators located a distance from the heel placement indicator along the length of the
5 outsole corresponding to a different shoe size and labeled with the corresponding shoe size;
6 aligning the rear margin of the person's heel with the heel placement indicator;
7 positioning the person's toes to overlap the plurality of shoe size indicators; and
8 observing the location of the forward margin of the person's toes on the plurality of shoe
9 size indicators;
10 wherein the shoe size indicator immediately beyond the end of the forward margin of the
11 person's toes indicates the proper shoe size for the person's foot.

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13 28. The method for determining a proper size shoe for a person's foot of claim 27, wherein
14 the heel placement indicator is positioned on the outsole heel portion in alignment with proper
15 placement of the person's heel inside the shoe.

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17 29. The method for determining a proper size shoe for a person's foot of claim 27, wherein
18 each of the plurality of shoe size indicators further comprises a line located across at least a
19 portion of the width of the outsole forward portion.

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21 30. The method for determining a proper size shoe for a person's foot of claim 27, wherein
22 the shoe further comprises a size and the size of the shoe is indicated on the shoe outsole.

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1 31. The method for determining a proper size shoe for a person's foot of claim 27, further
2 comprising a transparent material overlaying the outsole wherein the heel placement indicator
3 and the plurality of shoe size indicators can be seen through the material.

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Sub 32.

5 32. The method for determining a proper size shoe for a person's foot of claim 27, wherein
6 the plurality of shoe size indicators comprises standard shoe sizes for a particular age group.

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8 33. The method for determining a proper size shoe for a person's foot of claim 32, wherein
9 the standard shoe sizes for a particular age group are gender-specific.

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12 34. A method for determining a proper shoe size for a person's foot, the person's foot having
13 a heel with a rear margin and toes with a forward margin, comprising:
14 providing a shoe comprising an outsole having a heel portion, a forward portion, a length,
15 and a width, a heel placement indicator positioned on the heel portion in alignment with proper
16 placement of the person's heel inside the shoe, and a plurality of shoe size indicator lines located
17 on at least a portion of the outsole forward portion, each of the plurality of shoe size indicator
18 lines located a distance from the heel placement indicator along the length of the outsole
19 corresponding to a different shoe size and labeled with the corresponding shoe size, the shoe
20 sizes corresponding to the plurality of shoe size indicator lines further comprising standard shoe
21 sizes for a particular age group and gender, the shoe further comprising a size and the size of the
22 shoe indicated on the shoe outsole;
23 aligning the rear margin of the person's heel with the heel placement indicator;
24 positioning the person's toes to overlap the plurality of shoe size indicators; and

1 observing the location of the forward margin of the person's toes on the plurality of shoe

2 size indicators;

3 wherein the shoe size indicator immediately beyond the end of the forward margin of the

4 person's toes indicates the proper shoe size for the person's foot.

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